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Jason Pollock Stepping Down as CEO and General Manager of Canadian Western Agribition

Jason Pollock has announced that he will be stepping down as Canadian Western Agribition's (CWA) CEO and General Manager, effective March 31, 2011. He will be returning to his family's ranch in Maple Creek to continue operations there and pursue his own consulting career. Pollock joined the CWA organization in 2007.

"Working with an organization such as Agribition has been a great experience both professionally and personally, Pollock said. "The passion and commitment exhibited by the Board of Directors, exhibitors, stakeholders and staff is infectious. I am proud to say I have had the opportunity to be a part of the Agribition family. For 40 years CWA has showcased the very best that the Canadian agricultural industry has to offer and I am honoured to have played a part in that tradition."

Pollock reflected on highlights during his four-year term that include a continued focus on the CWA international outreach program and an intensive revamp of the Agribition strategic planning model with particular emphasis on the evolving footprint of the show with the addition of new facilities at EVRAZ Place. Under Pollock's management, CWA also began the process of revitalizing its volunteer structure and model which will have many future benefits for the show.

Speaking on behalf of CWA, President Marilyn Charlton says that Pollock will be missed by the organization and through his leadership a strong foundation is in place for his successor. "The entire Agribition community wishes Jason all the best in his future endeavours," Charlton added.

Charlton indicated that the executive search will begin immediately.

Canadian Western Agribition is Canada's premier international livestock show and marketplace in North America. Agribition's five year average sees over 135,000 annual visits, international visitors representing over 80 countries, 4,000 head of livestock and more than \$2 million in auction sales. In addition to permanent staff, Agribition receives the support of a vibrant volunteer base of over 400 and employs over 500 part-time event staff and contractors.

The 41<sup>st</sup> edition of Canadian Western Agribition will be held Monday, November 21<sup>st</sup> to Saturday, November 26<sup>th</sup> at EVRAZ Place, Regina, Saskatchewan.

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